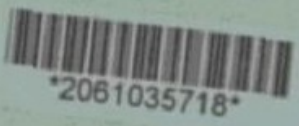
BENSON & HEDGES
because quality matters

Mr. John Extralongname
The Extralongname Company
Suite 11A, 5th Floor
1234 Main Street
Hometown, New York 99999

427



Dear Mr. Extralongname:

Your first issue of the Privileges Club Travel Newsletter is enclosed.

In it, you'll find an overview of marvelous places to visit: hotels, restaurants, stores, resorts and entertainment facilities that have so far escaped widespread notice.

All offer great value and, of course, that most elusive bonus - Quality. If the newsletter hasn't covered your next travel destination, whether for business or pleasure, *please be patient. Future issues may.*

The enclosed brochure, which invites you to enter our travel sweepstakes, offers another rewarding experience. As a winner, you and a guest would enjoy an all-expense paid vacation at one of the world's ten best resorts...the choice is yours. Plus $5000 in cash as spending money. Since entry is limited to Privileges Club members only, you enjoy a much better chance of winning. Interested?

If so, you'll find full details in the enclosed sweepstakes brochure. Just complete and mail the entry card. It's as simple as that.

Source: https://www.industrydocuments.ucsf.edu/docs/txlp0003